



# Community Forums

June 10, 2013



# Agenda

- Welcome
- Imagine Tallahassee Background
- Existing Conditions Report Card Overview
- Review of May Forum Results
- Visioning Exercise

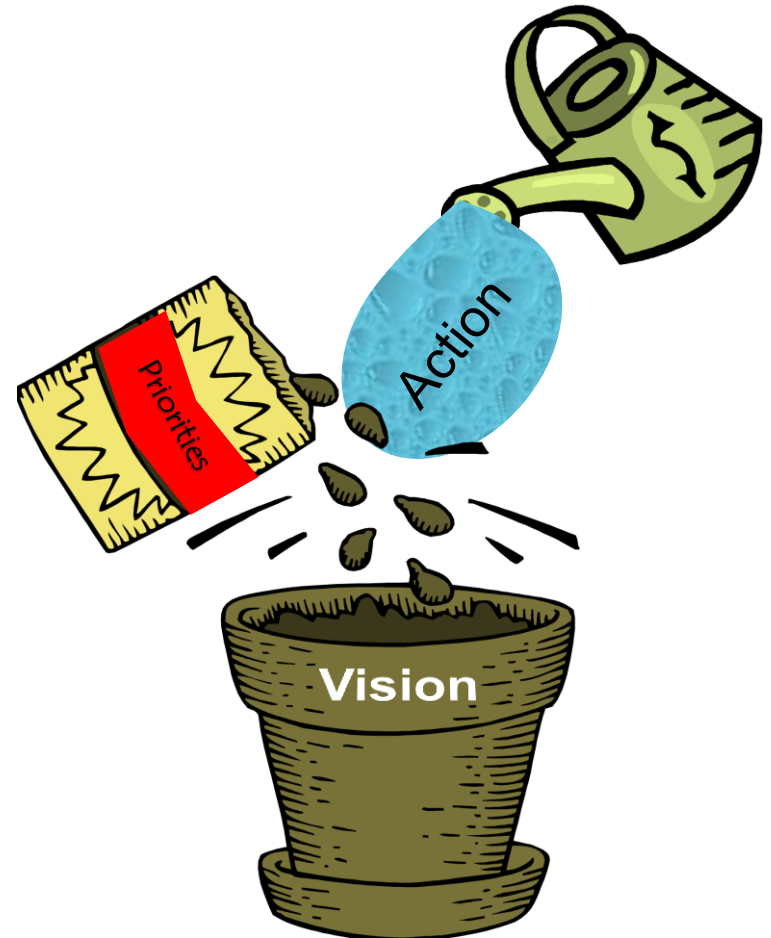
# Imagine Tallahassee

- A grassroots citizens' initiative
- Financed with private funds
- Supported by Leon County and the City of Tallahassee
- Advisory to the Leon County Sales Tax Committee



# Imagine Tallahassee

**The Goal:** A long-term **community vision and strategy** for allocating up to 15% of future infrastructure sales tax revenues for economic development investment



# Imagine Tallahassee







The Imagine Tallahassee Vision Plan will consist of three elements:

- **Existing Conditions Report Card**
- **Vision Statement/Strategic Directions**
- **Prioritized Economic Development Initiatives**

# Who is preparing the Plan?

## Consultant Team

-  Facilitate Visioning Process → Vision Statement
-  Prepare Existing Conditions Report
-  Develop Economic Development Strategy
-  Prepare Vision Plan Document

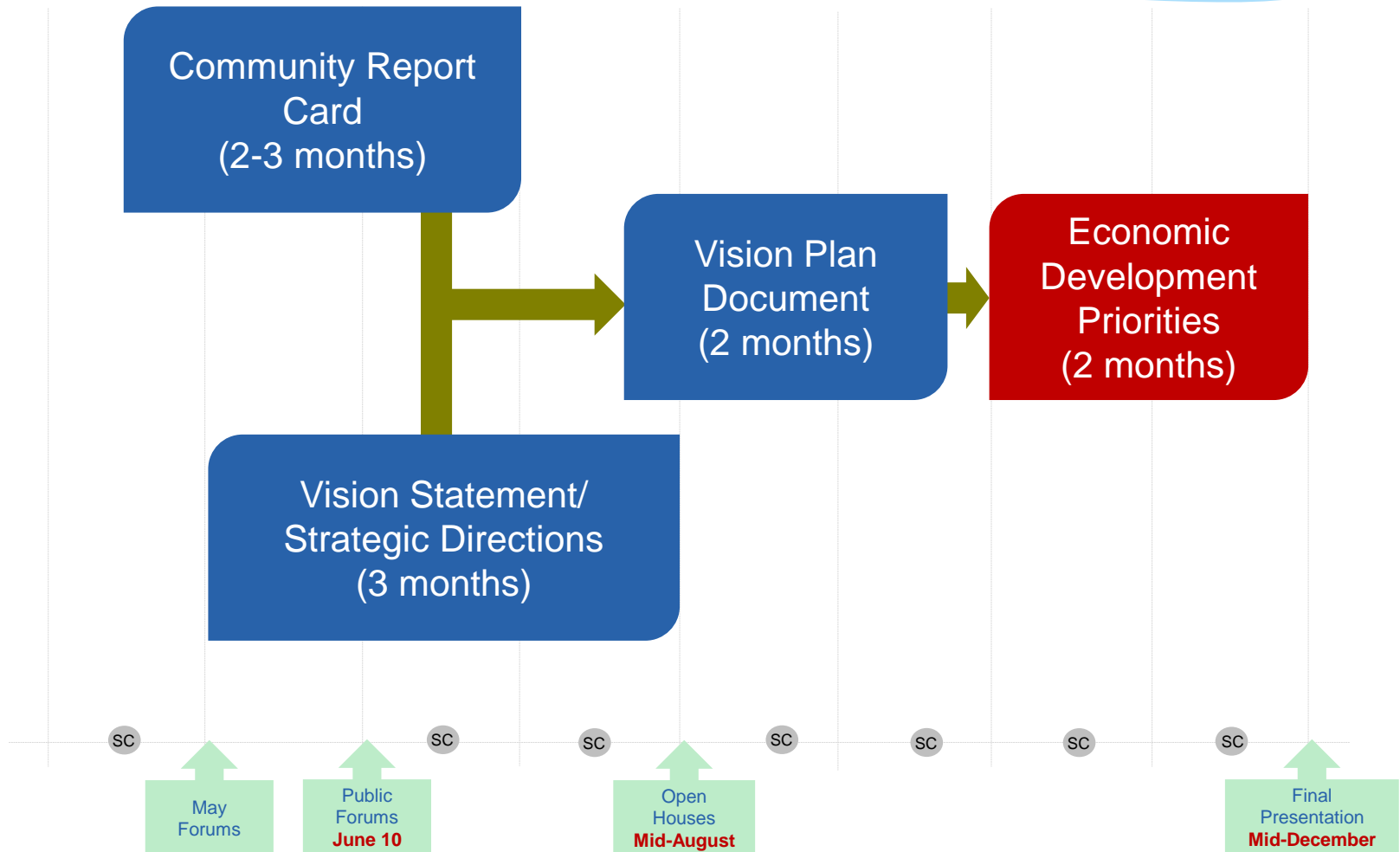
## Vision Plan Steering Committee

- Listen to Citizens Aspirations & Concerns
- Represent Broad Community Interests
- Provide Policy Direction / Feedback to Consultant Team
- Recommend to the Leon County Sales Tax Committee

## County/City Staff

- Assemble Base and Trend Data
- Logistical Coordination and Support

# How will it come together?



# How will it come together?

With participation from every stakeholder...

- Residents
- Businesses
- Industry
- Families
- Youth
- Seniors
- Minorities
- Political leaders
- Government
- Civic organizations
- Nonprofits
- Academia
- Media

## Outreach/Engagement Tools:

Public Forums  
Open Houses  
Citizens Steering Committee  
Traditional Media (news, radio, TV)  
“Meetings in a Box”  
Interactive website  
Online surveys  
Online videos  
Social networking (Facebook & Twitter)





# Ways to Stay Engaged

- Sign up to conduct a “Meeting-in-a Box”
- Attend Open Houses in August. Bring others with you
- Like us on Facebook / Follow us on Twitter
- Spread the word



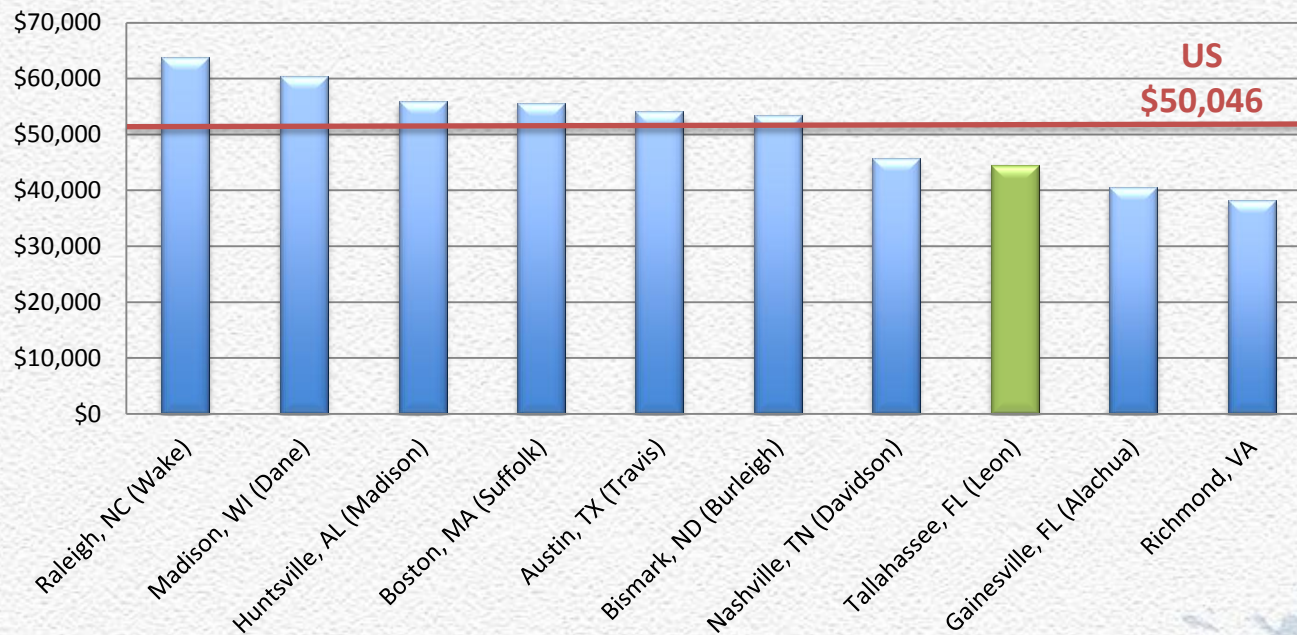
# **Imagine Tallahassee Report Card Preview**

**A Snapshot of Current Conditions**

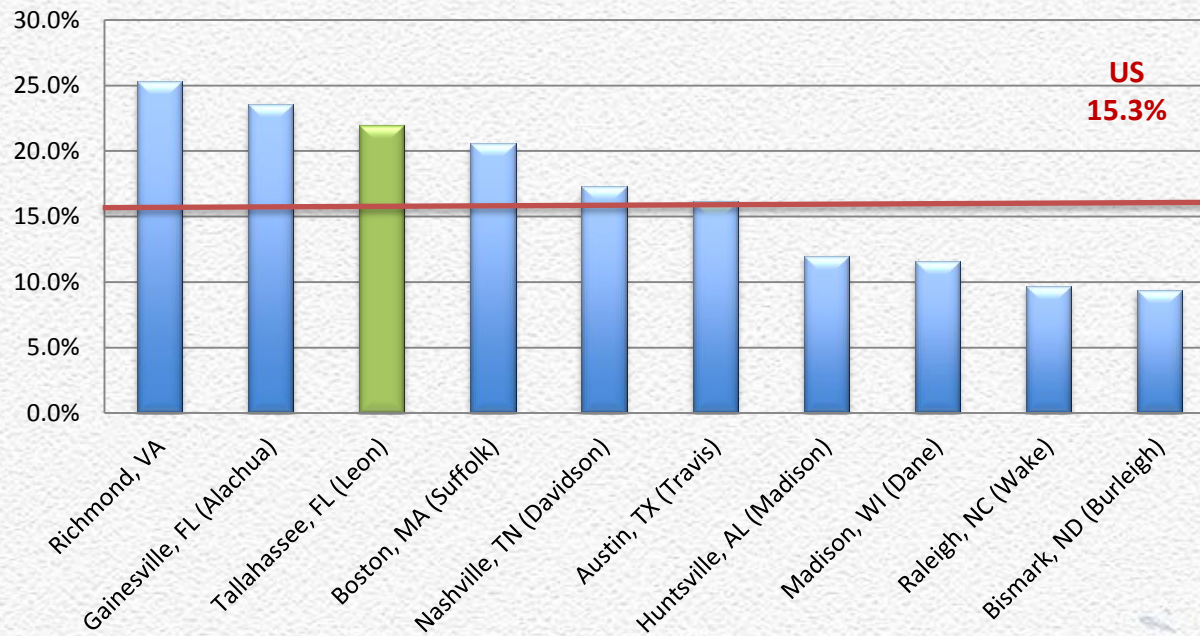
***Dale A. Brill, Ph.D.***



## Median Household Income 2012

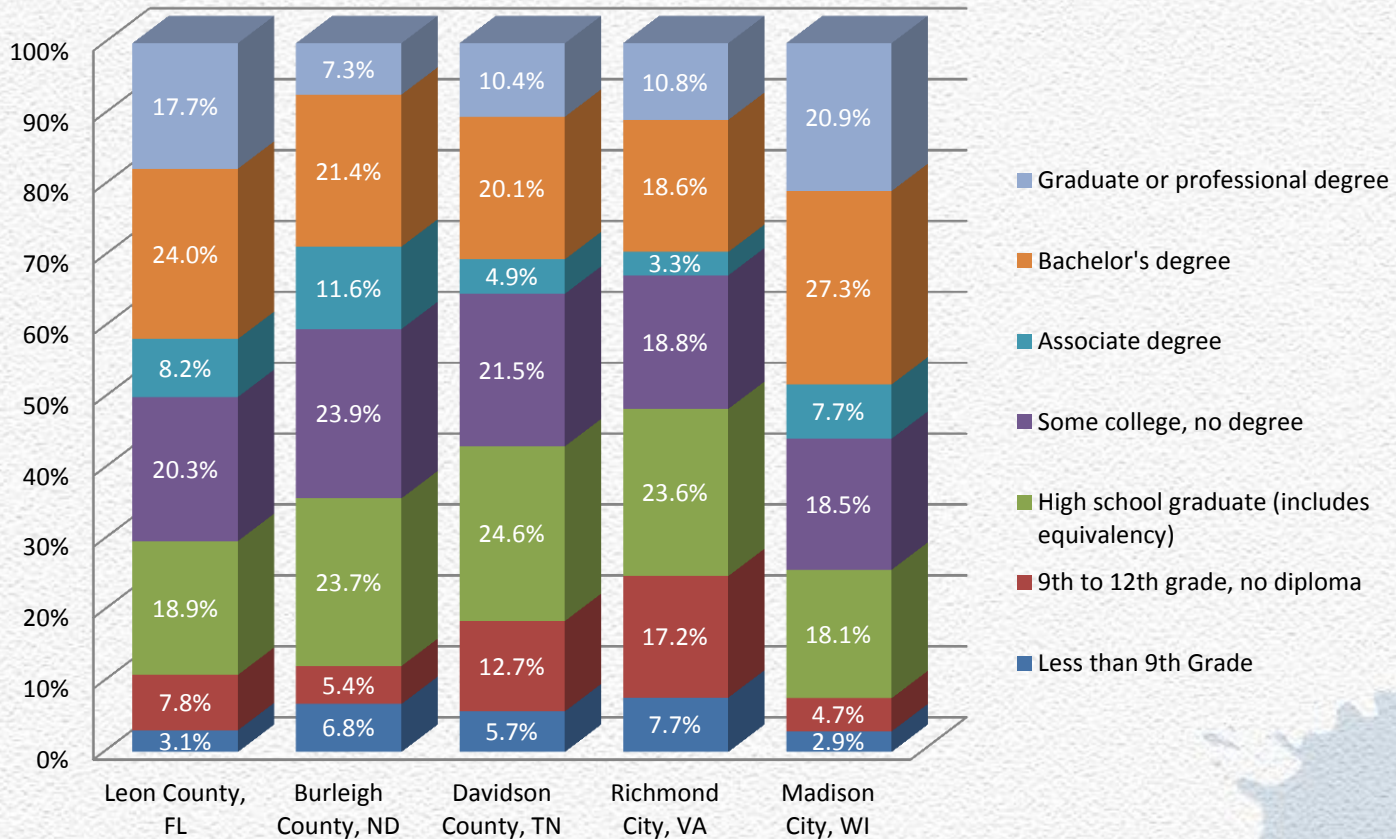


## Poverty Rate (US Counties) 2012

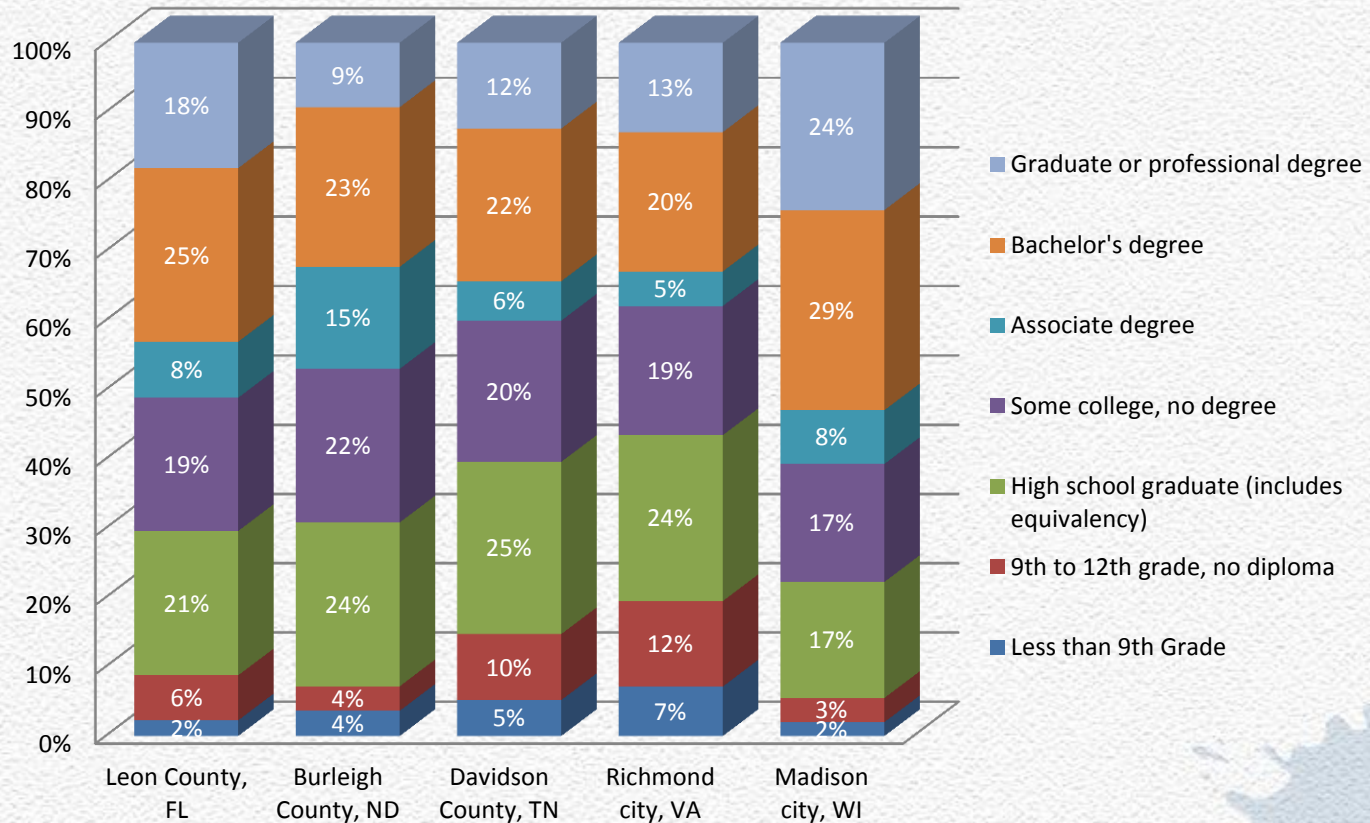




## Comparisons in Educational Attainment, 2000

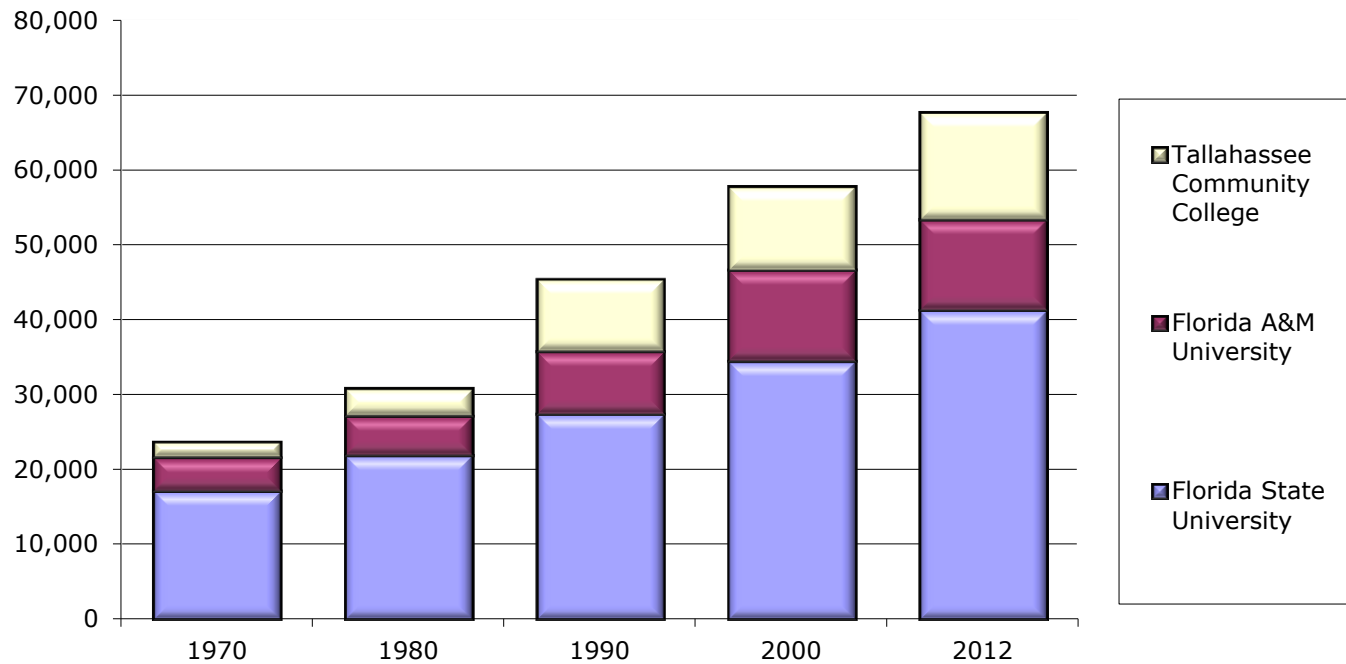


## Comparisons in Educational Attainment, 2011

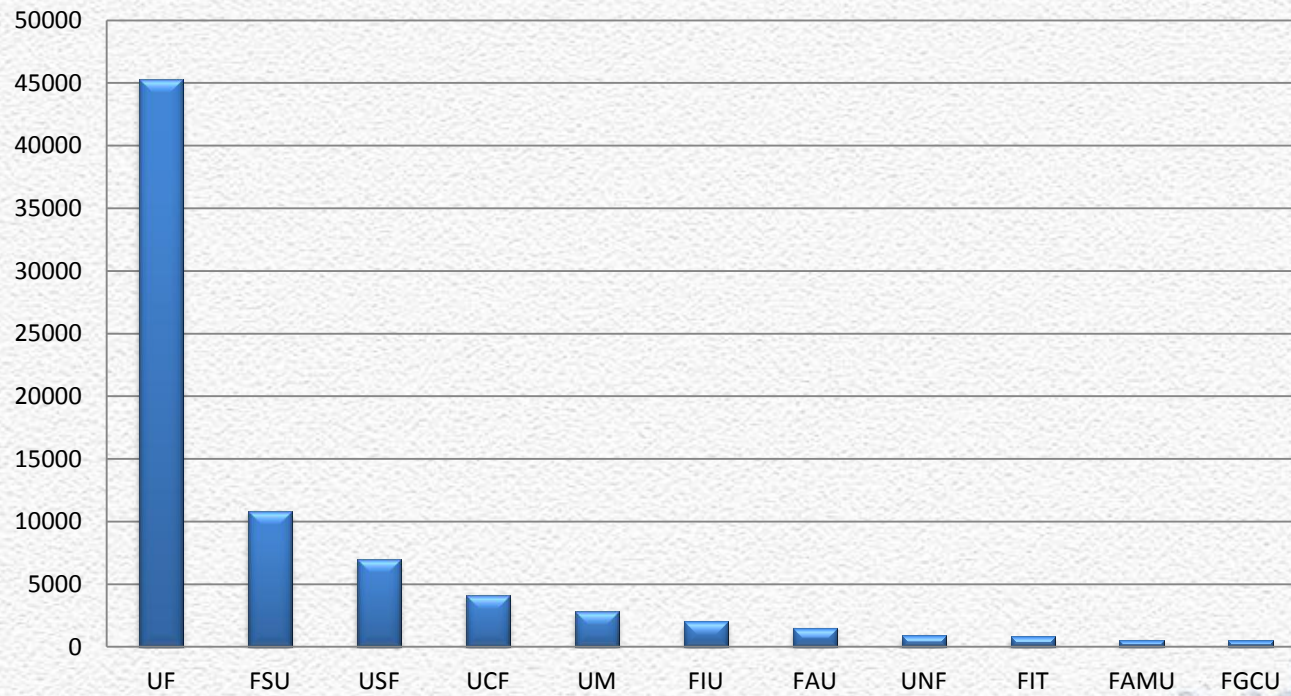




### Fall Enrollment at Area Institutions of Higher Learning (1970-2012)

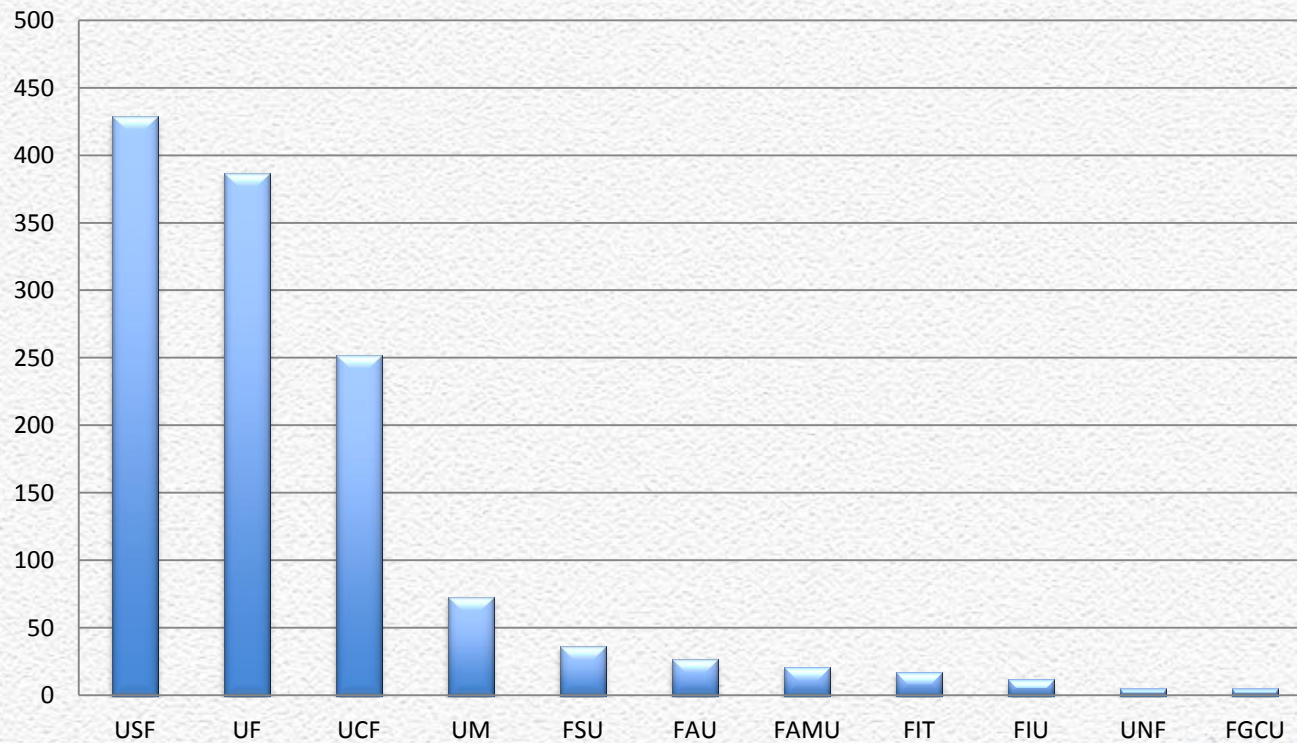


## Florida University Funded Projects





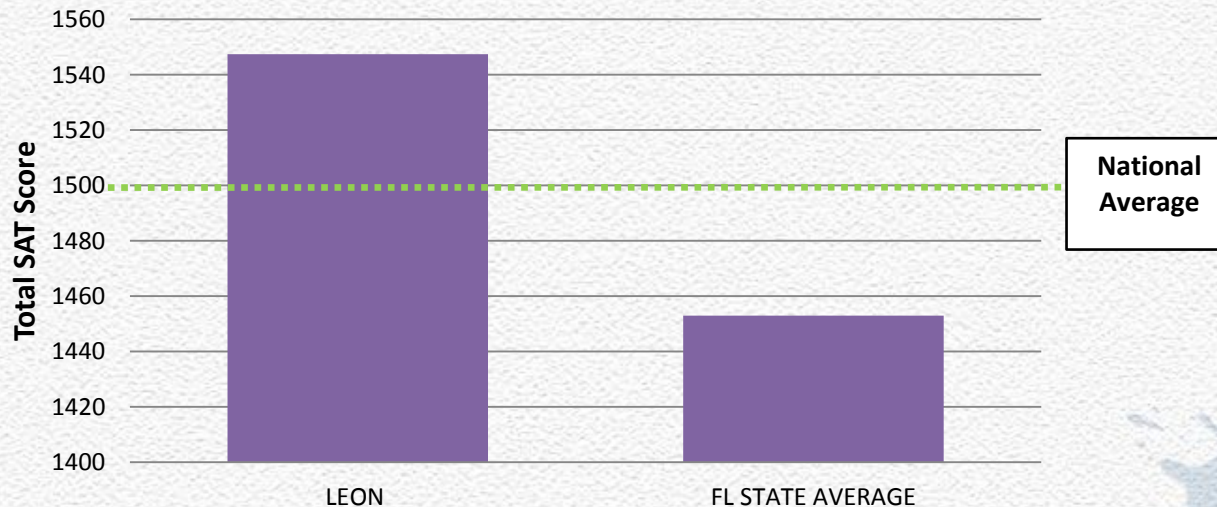
## Florida University Licensing Opportunities



### Leon County Test Score State Rankings

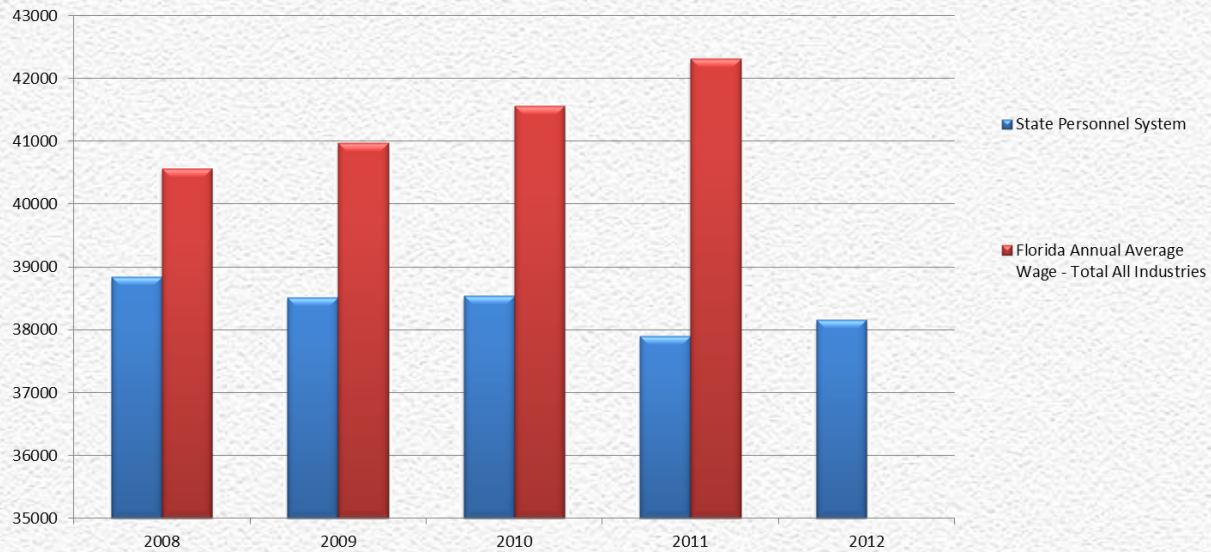
	SAT (compared to 67 districts)				ACT (compared to 67 districts)				
Test	Writing	Math	Reading	Composite	English	Math	Reading	Science	Composite
Rank	12th	9th	9th	10th	8th	6th	7th	10th	7th
Score	523	527	498	1547	20.3	21.3	21.5	20	20.9

### 2012 Combined SAT Score vs National Average


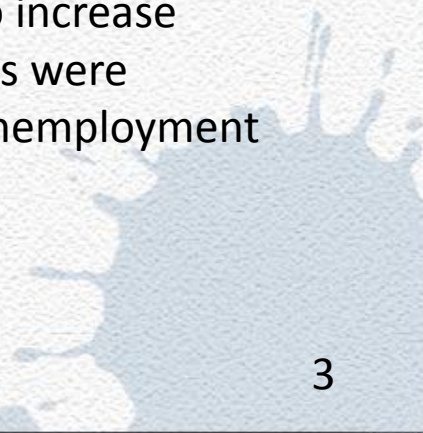




**FIVE-YEAR TREND: Comparing Florida Average Annual Wage and The Florida Personnel System Average Wage**





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- Over the past 10 years, the unemployment rate in Leon County ranged from a low in 2006 of 2.7% to a high in 2011 at 8.0%.
  - Overall, the peer communities experienced similar unemployment trends since 2003 which demonstrates the national economic influence in these local communities.
  - It is worth noting that the shifting of unemployment rates was unique for Leon County because its unemployment rate began to increase in 2006, a year before its peers with exception to Madison, WI. In addition, Leon County's unemployment rate continued to increase from 2010 to 2011 while the rest of the peer communities were starting to recover from the recession. In short, Leon's unemployment rate spiked first and recovered last.
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## Workforce Plus

### Labor Inflow/Outflow Summary

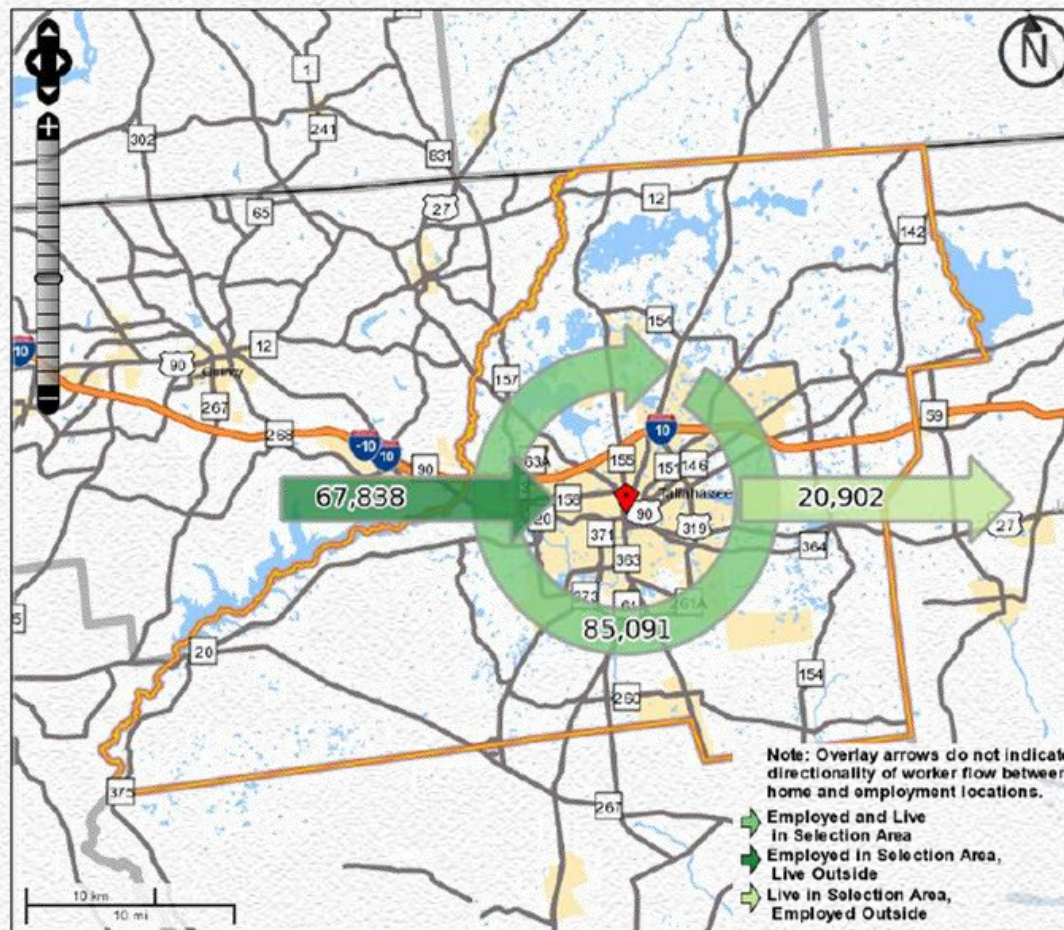
Workforce Plus Labor Market Size (Primary Jobs)		
	2010 Census Data	
	Count	Share
Employed in the Selection Area	170,136	100.0%
Living in the Selection Area	133,938	78.7%
Net Job Inflow (+) or Outflow (-)	36,198	-
In-Area Labor Force Efficiency (Primary Jobs)		
	2010 Census Data	
	Count	Share
Living in the Selection Area	133,938	100.0%
Living and Employed in the Selection Area	109,677	81.9%
Living in the Selection Area but Employed Outside	24,261	18.1%
In-Area Employment Efficiency (Primary Jobs)		
	2010 Census Data	
	Count	Share
Employed in the Selection Area	170,136	100.0%
Employed and Living in the Selection Area	109,677	64.5%
Employed in the Selection Area but Living Outside	60,459	35.5%
Outflow Job Characteristics (Primary Jobs)		
	2010 Census Data	
	Count	Share
External Jobs Filled by Residents	24,261	100.0%
Workers Aged 29 or younger	8,015	33.0%
Workers Aged 30 to 54	12,418	51.2%
Workers Aged 55 or older	3,828	15.8%
Workers Earning \$1,250 per month or less	7,433	30.6%
Workers Earning \$1,251 to \$3,333 per month	10,464	43.1%
Workers Earning More than \$3,333 per month	6,364	26.2%
Workers in the "Goods Producing" Industry Class	2,637	10.9%
Workers in the "Trade, Transportation, and Utilities" Industry Class	7,361	30.3%
Workers in the "All Other Services" Industry Class	14,263	58.8%

Source: U.S. Census Bureau, Local Employment Dynamics program





## Workforce Plus

### Labor Inflow/Outflow Map—Leon County



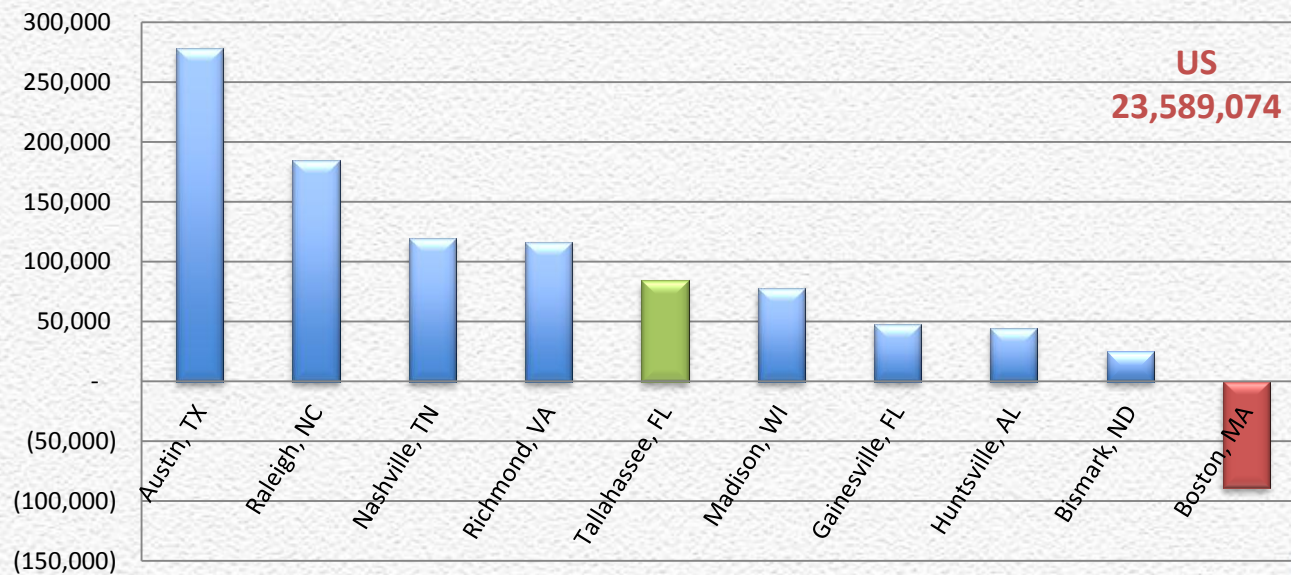
Source: U.S. Census Bureau, Local Employment Dynamics program



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- Of the 152,929 people who are employed in Leon County, 85,091 live and work in the county.
  - There are 67,838 workers who live outside Leon County and work in the county. Of the 105,993 workers who live in Leon County, there are 20,902 residents who work outside the area. There is a net job inflow of 46,936 workers.
  - The top five work destination counties for Leon County workers are Duval, Gadsden, Bay, Escambia and Hillsborough counties.
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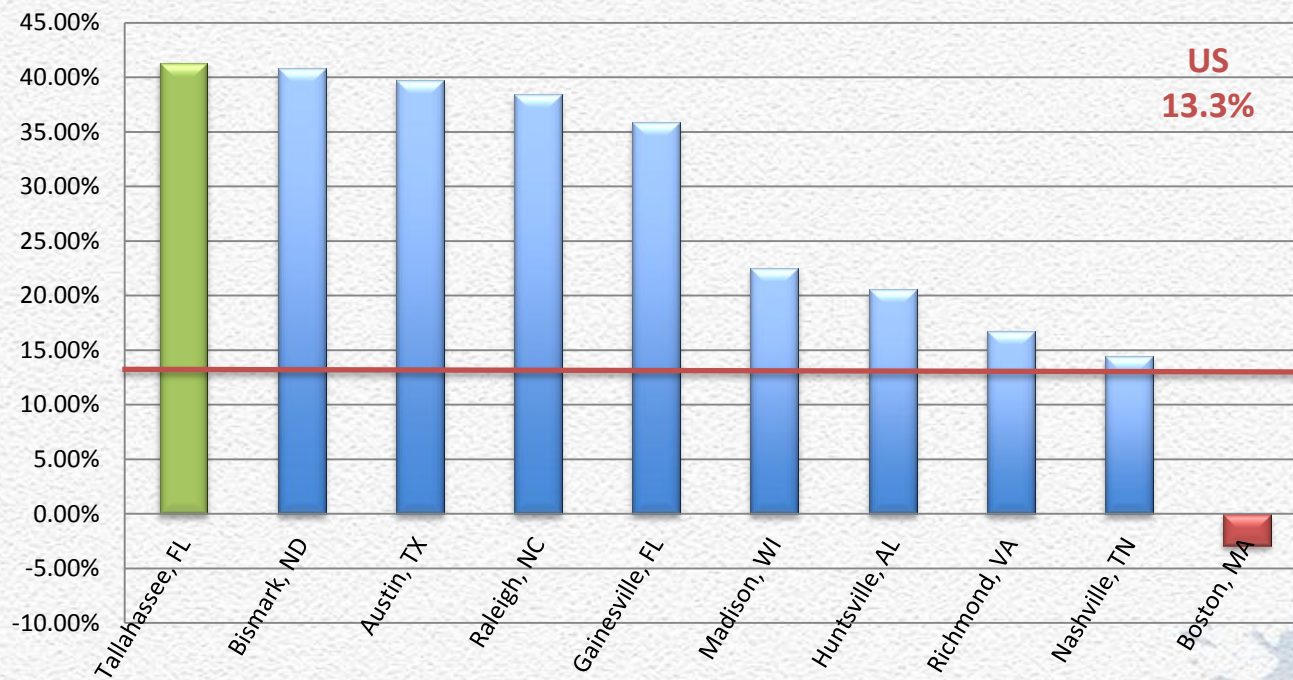


## Net Growth in Jobs 1997-2010

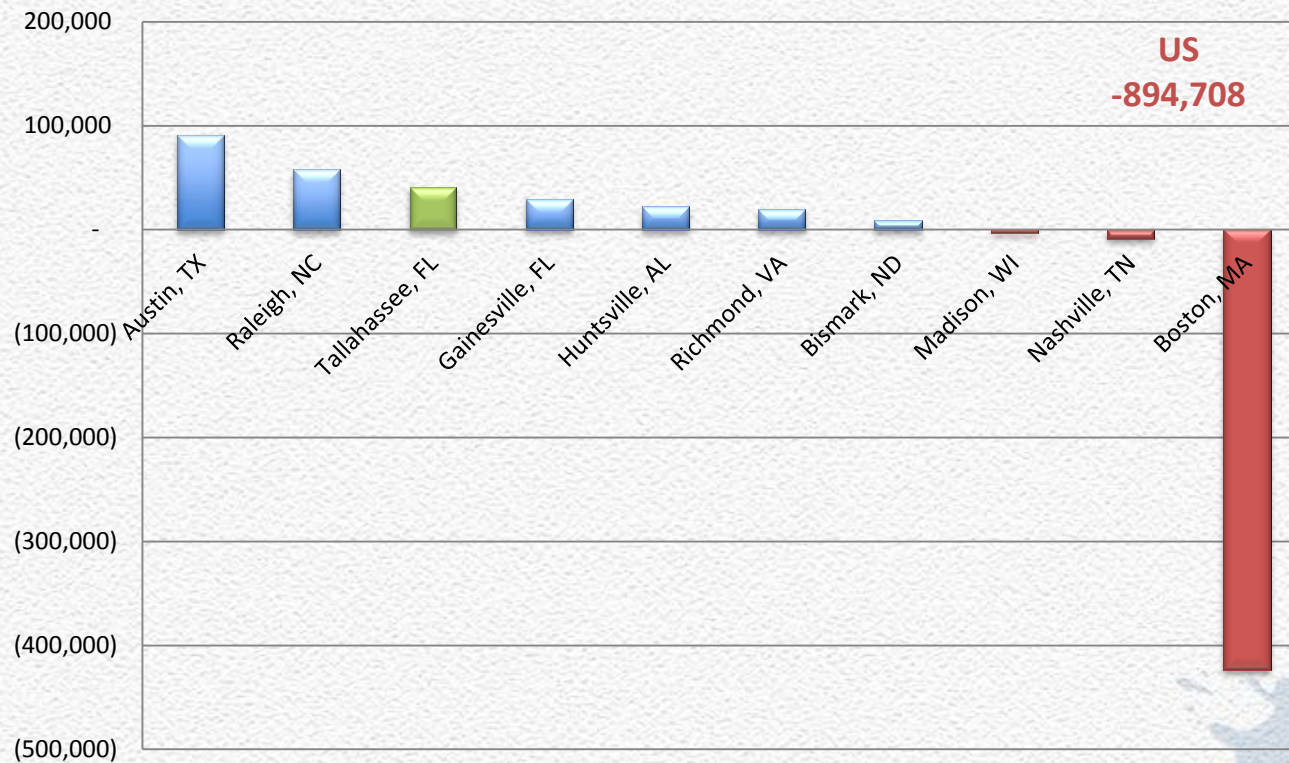




## Net Growth in Jobs 1997-2010 Percentage Basis

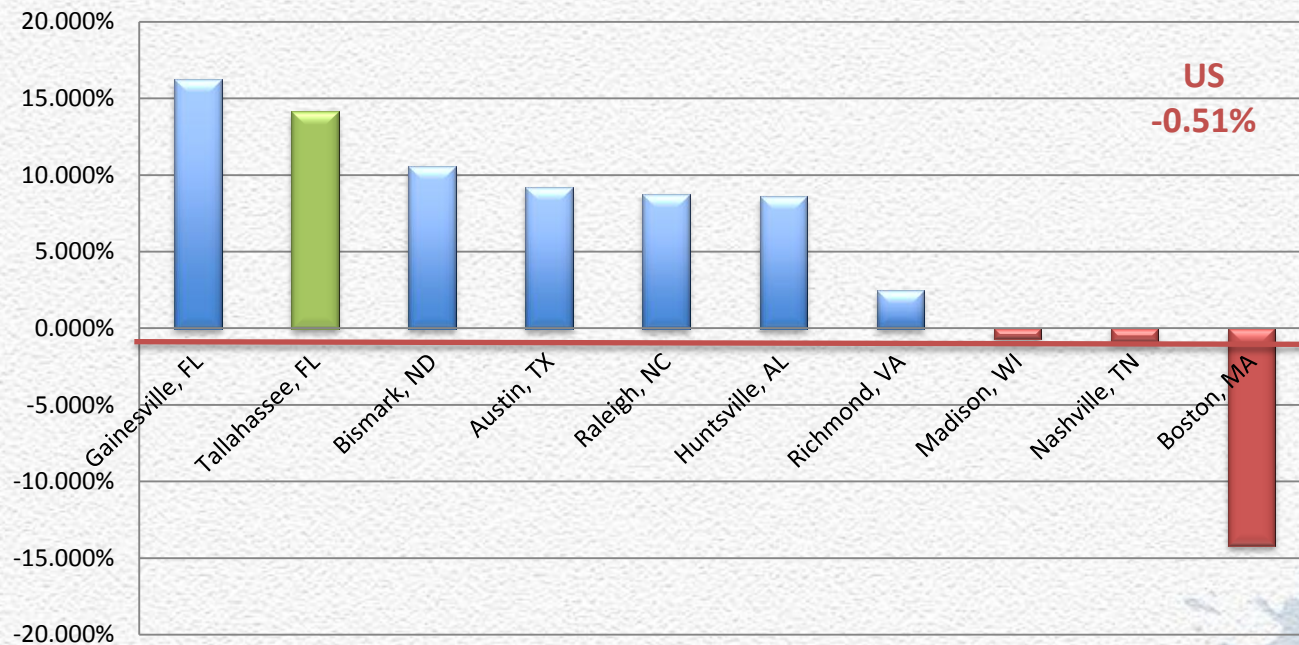


## Net Growth in Job Creation 1997-2010

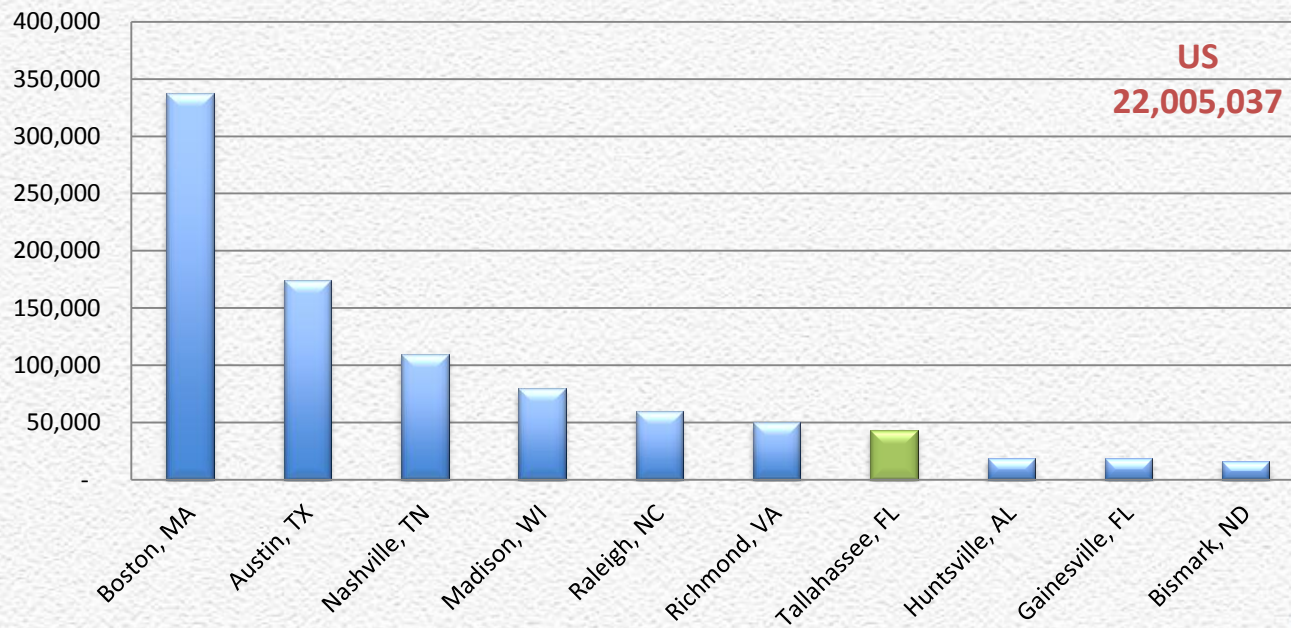




## Net Growth in Job Creation 1997-2010 Percentage Basis

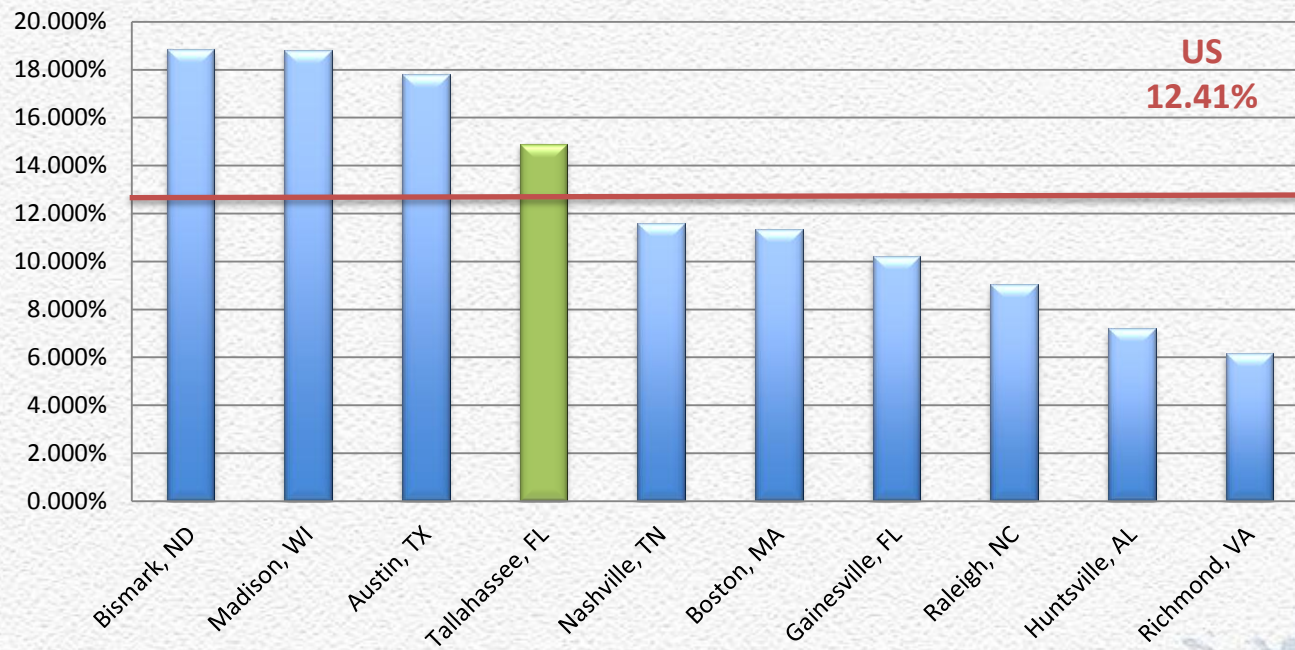


## Net Growth in Job Expansion 1997-2010

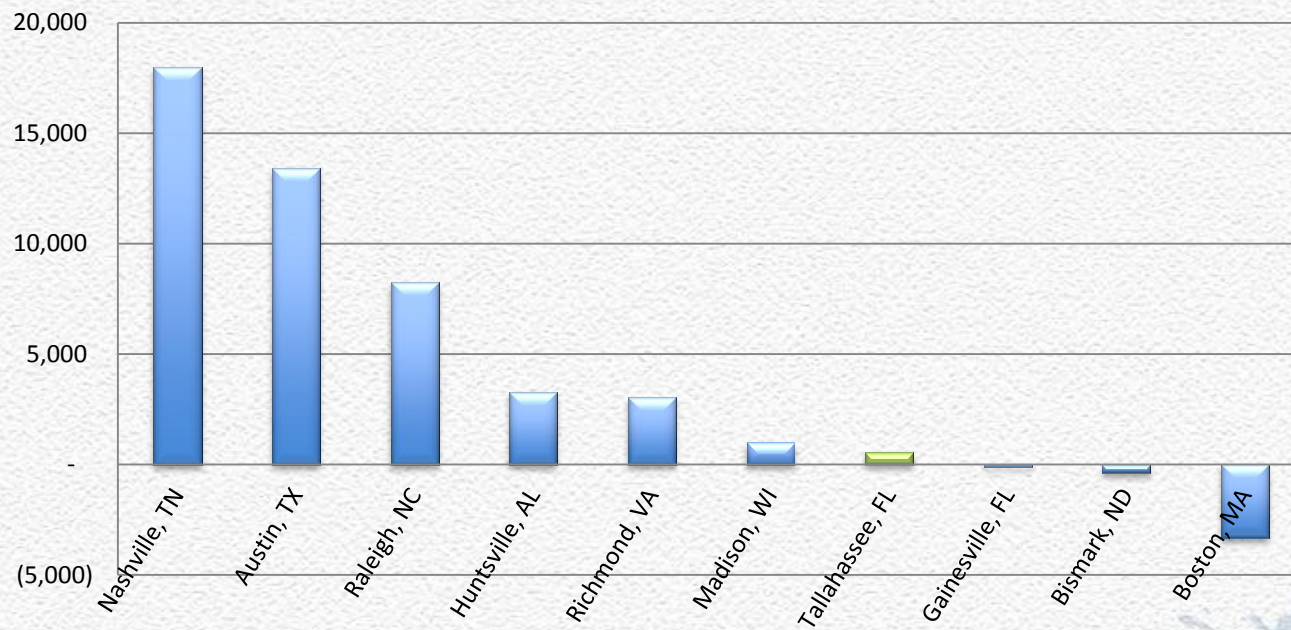




## Net Growth in Job Expansion 1997-2010 Percentage Basis

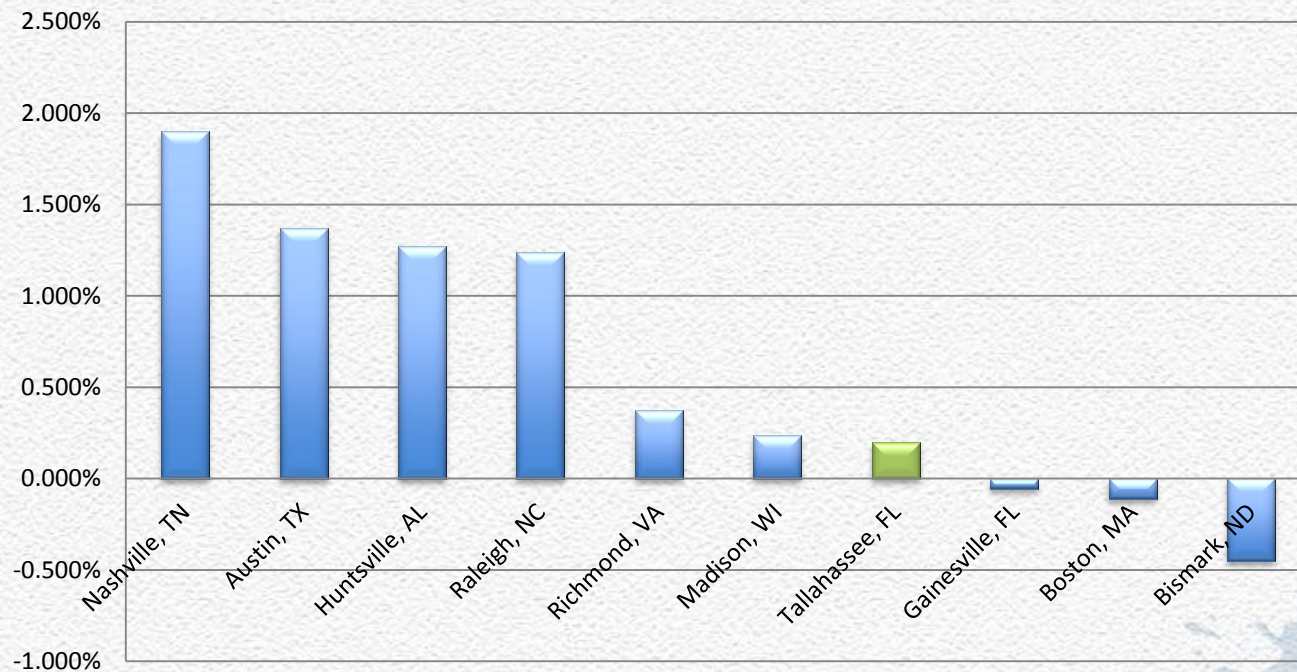


## Net Growth in Job Relocation 1997-2010

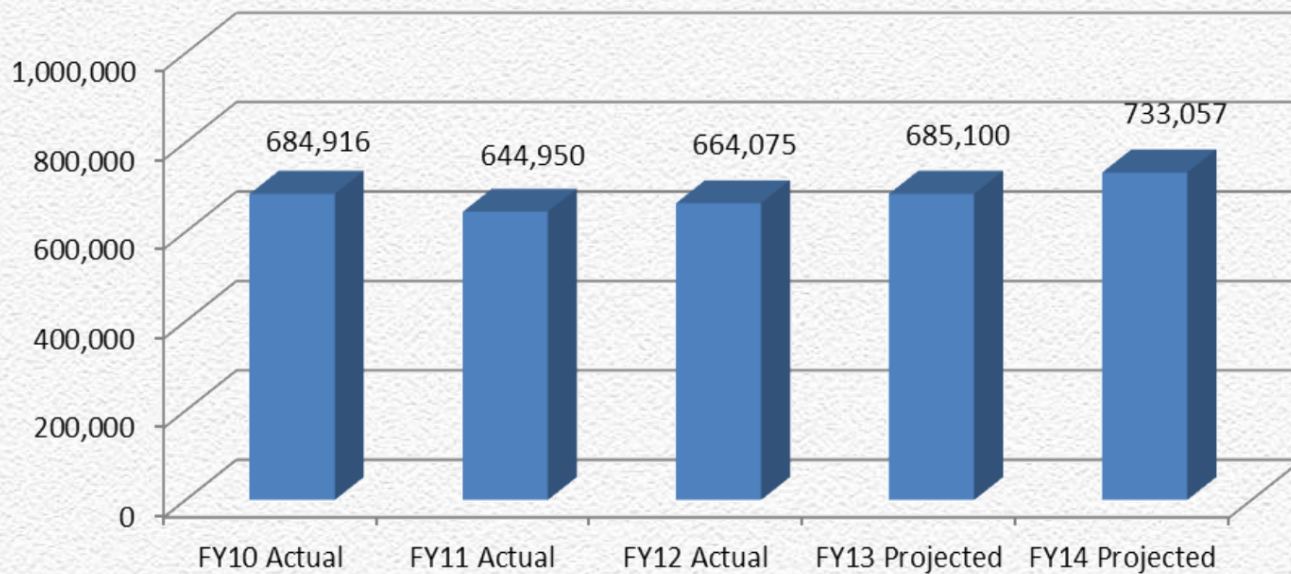




## Net Growth in Job Relocation 10097-2010 Percentage Basis

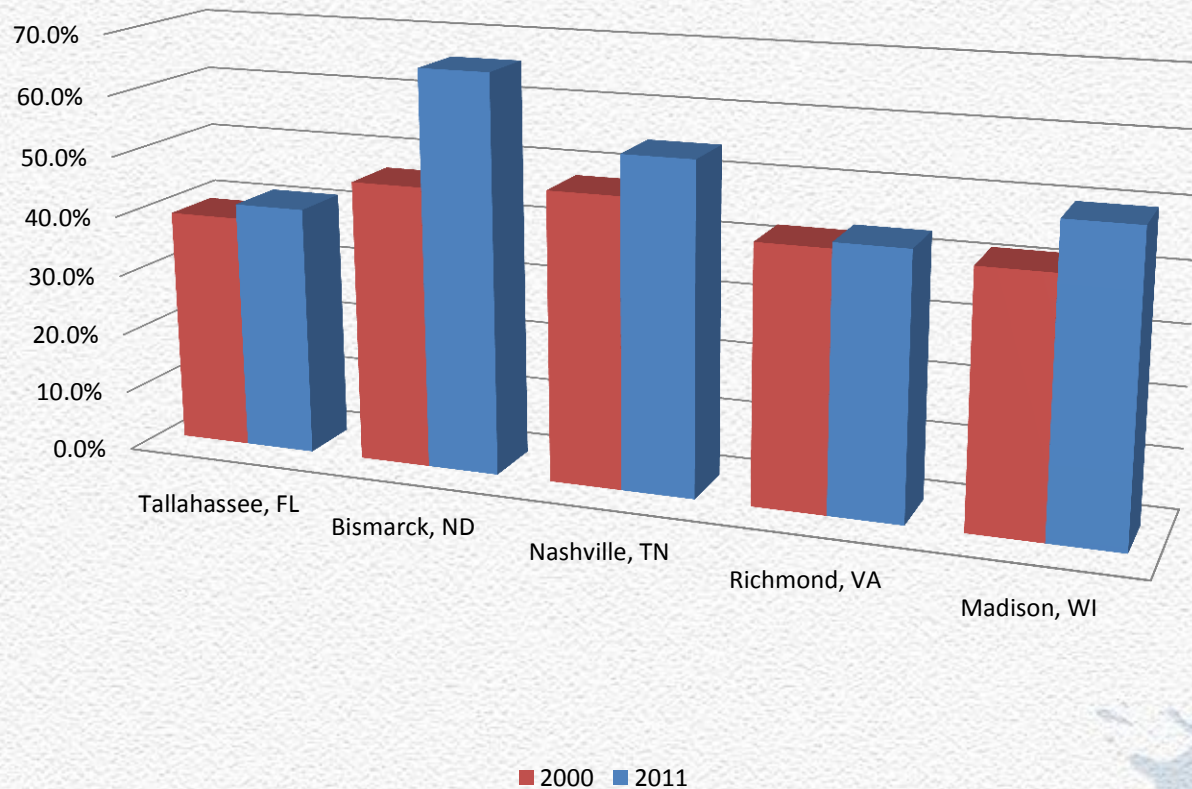


### Total Passengers (Enplanements & Deplanements) FY 2010 - FY 2014



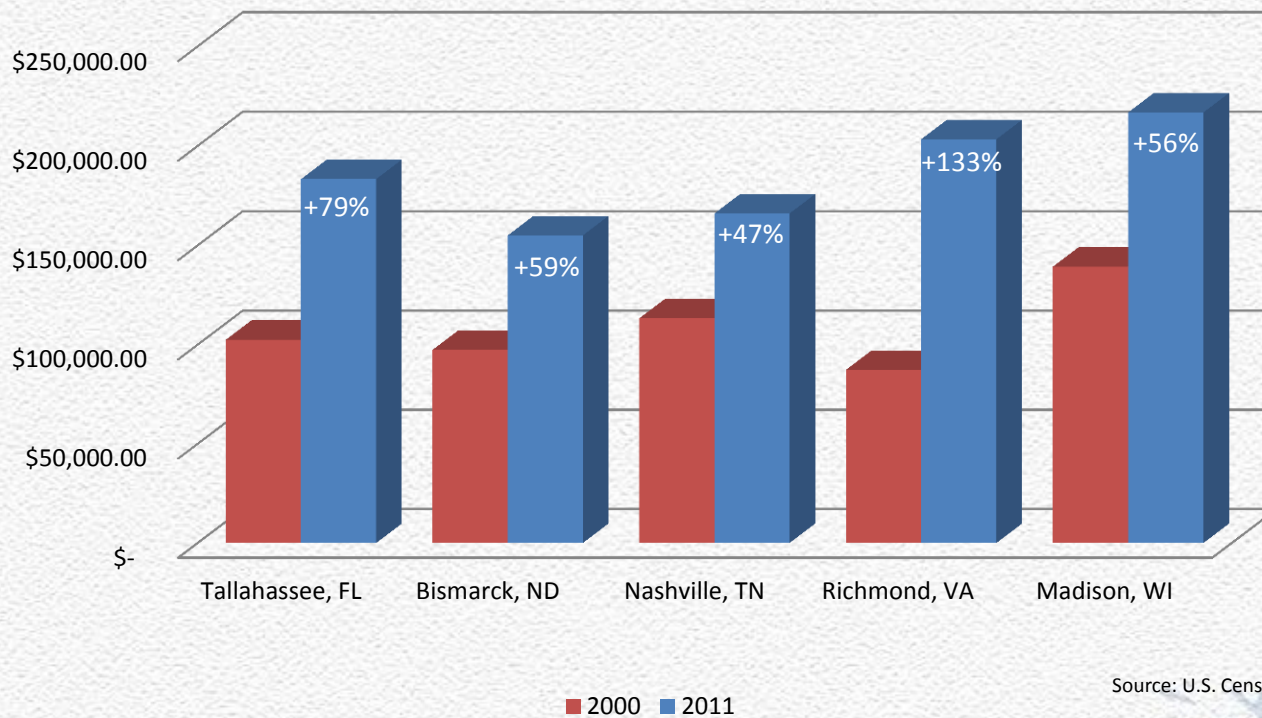


## Homeownership Rate



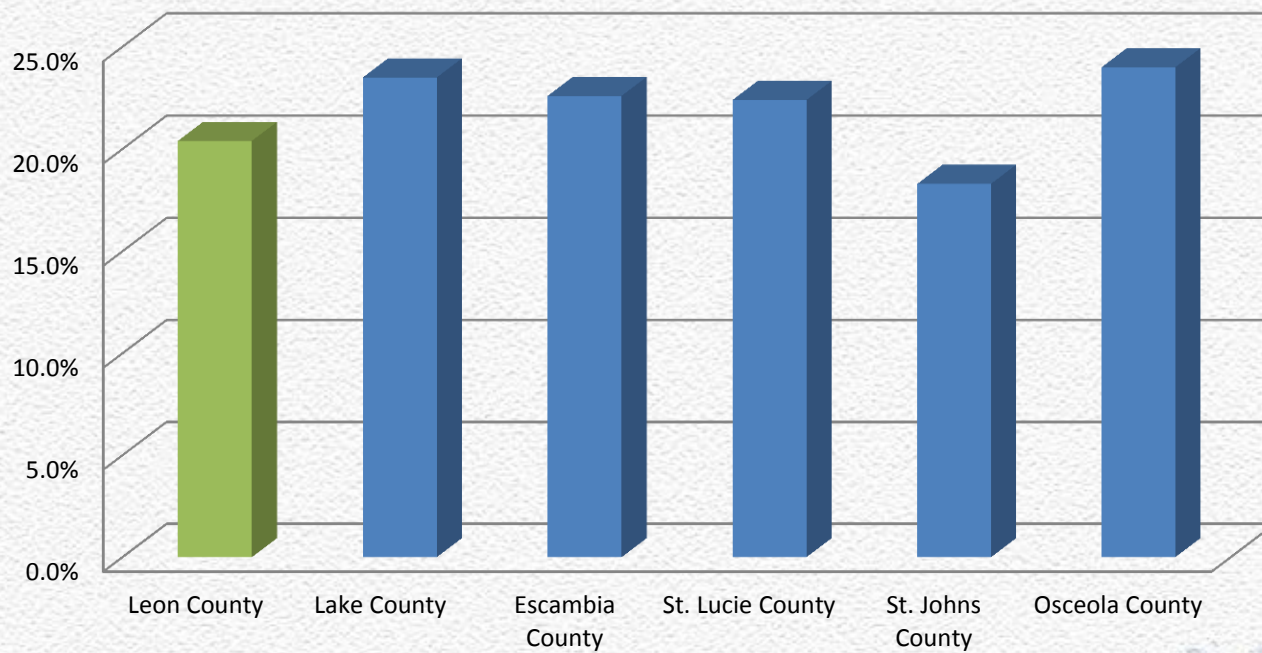
Source: U.S.  
Census

## Median Value of Owner-Occupied Housing Units



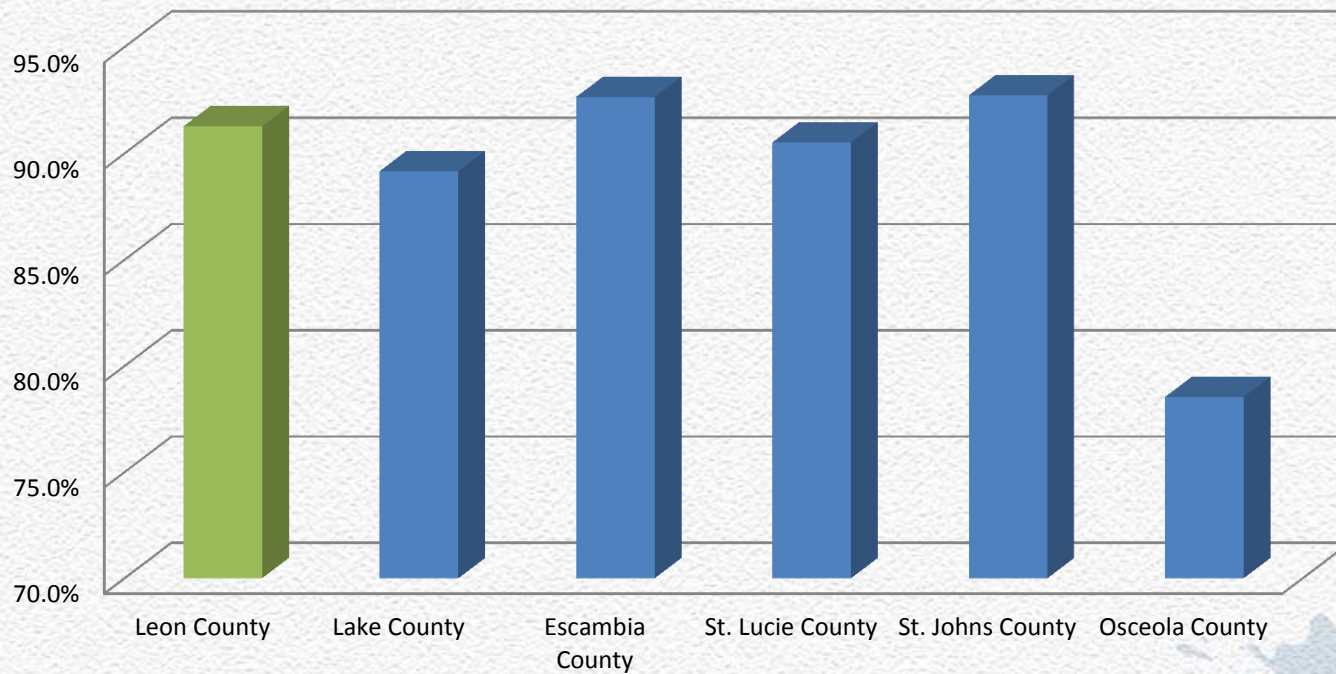


## % Low Income Households



Source: Meridian  
Appraisal Group

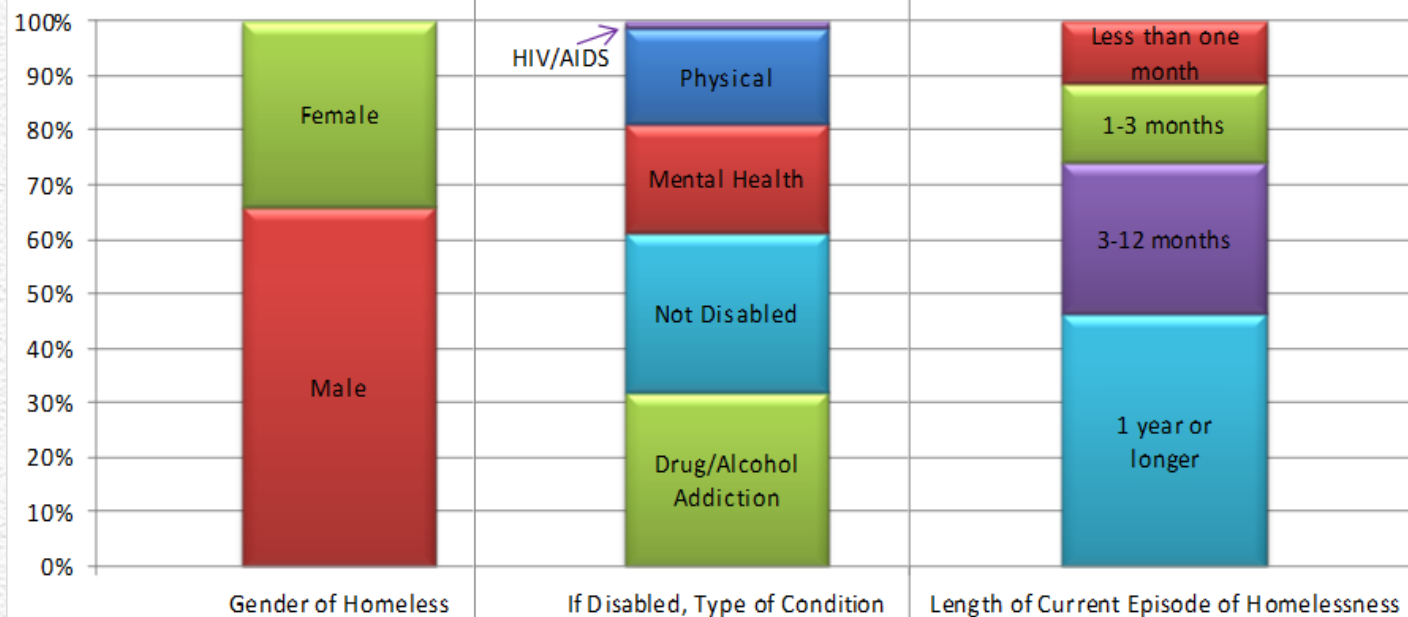
## % Unfulfilled Low Income Housing Demand



Source: Meridian Appraisal Group

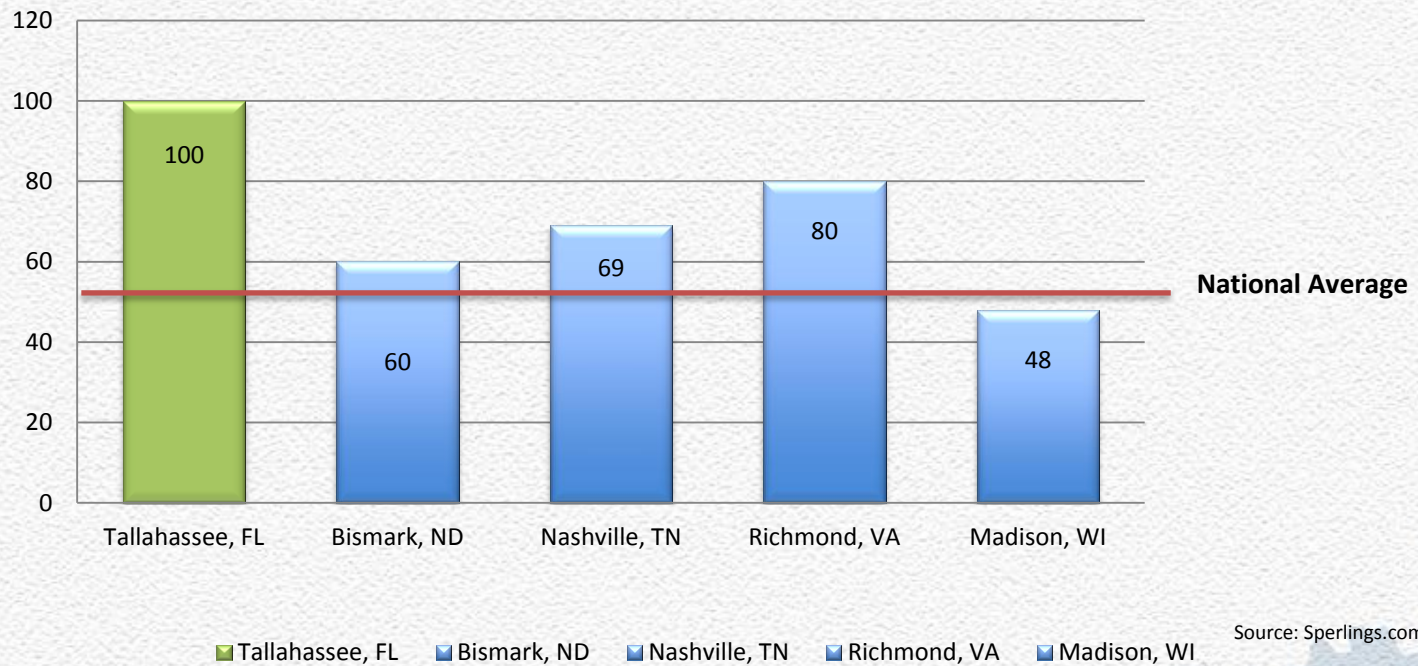


### Snapshot of Homelessness in Leon County on January 27th, 2013



On January 27th, 2013 there were 1,078 homeless individuals in Tallahassee. As you can see in the data above, the overwhelming majority of homeless persons in Tallahassee have some type of disability. Almost half have are homeless for a year or longer, and the majority are males.

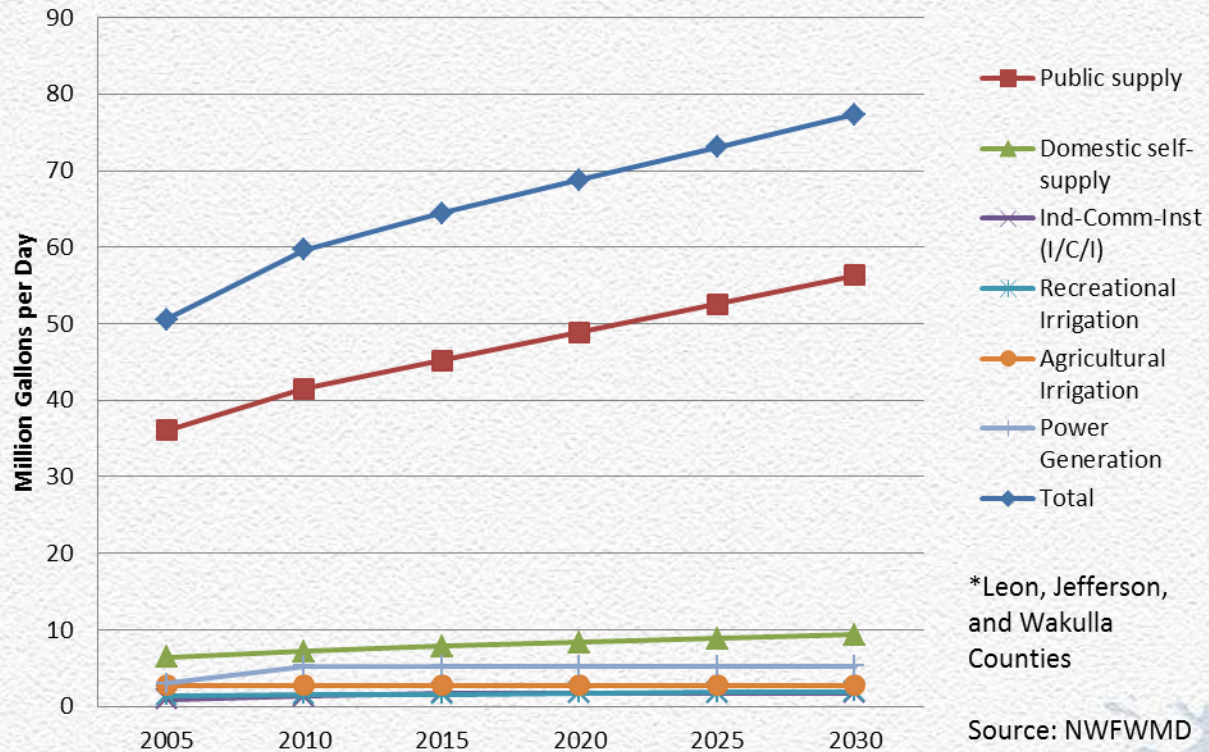
## Water Quality



In comparison to the United States and its peer communities, Tallahassee, FL is a leader in water quality. Water quality in Tallahassee is nearly double that of the national average.



## Region VII\* Water Use Projection







# **Imagine Tallahassee Report Card Preview**

**An Update of Current Conditions**

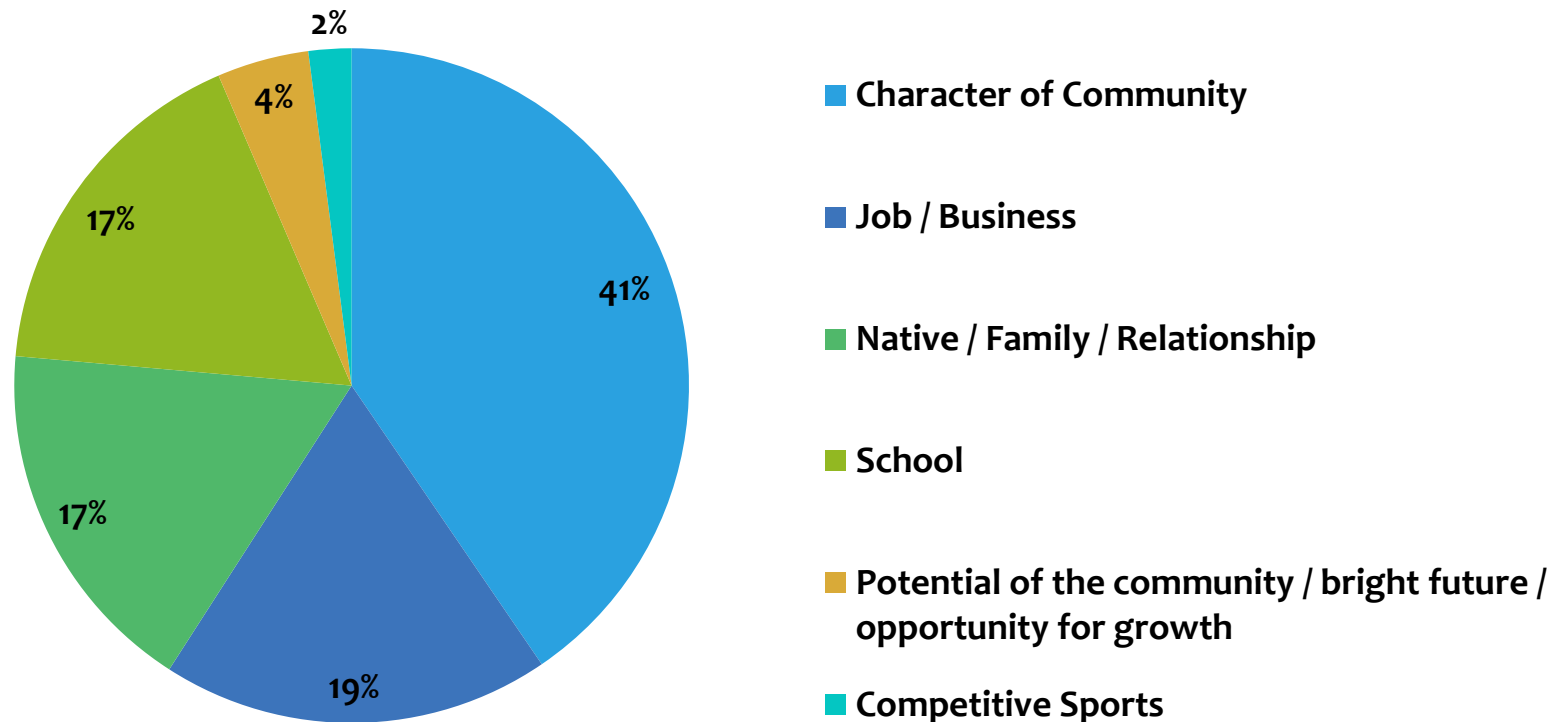
***dale@thinkspot.co***



# What We've Heard So Far

May 20-21 Open House Input

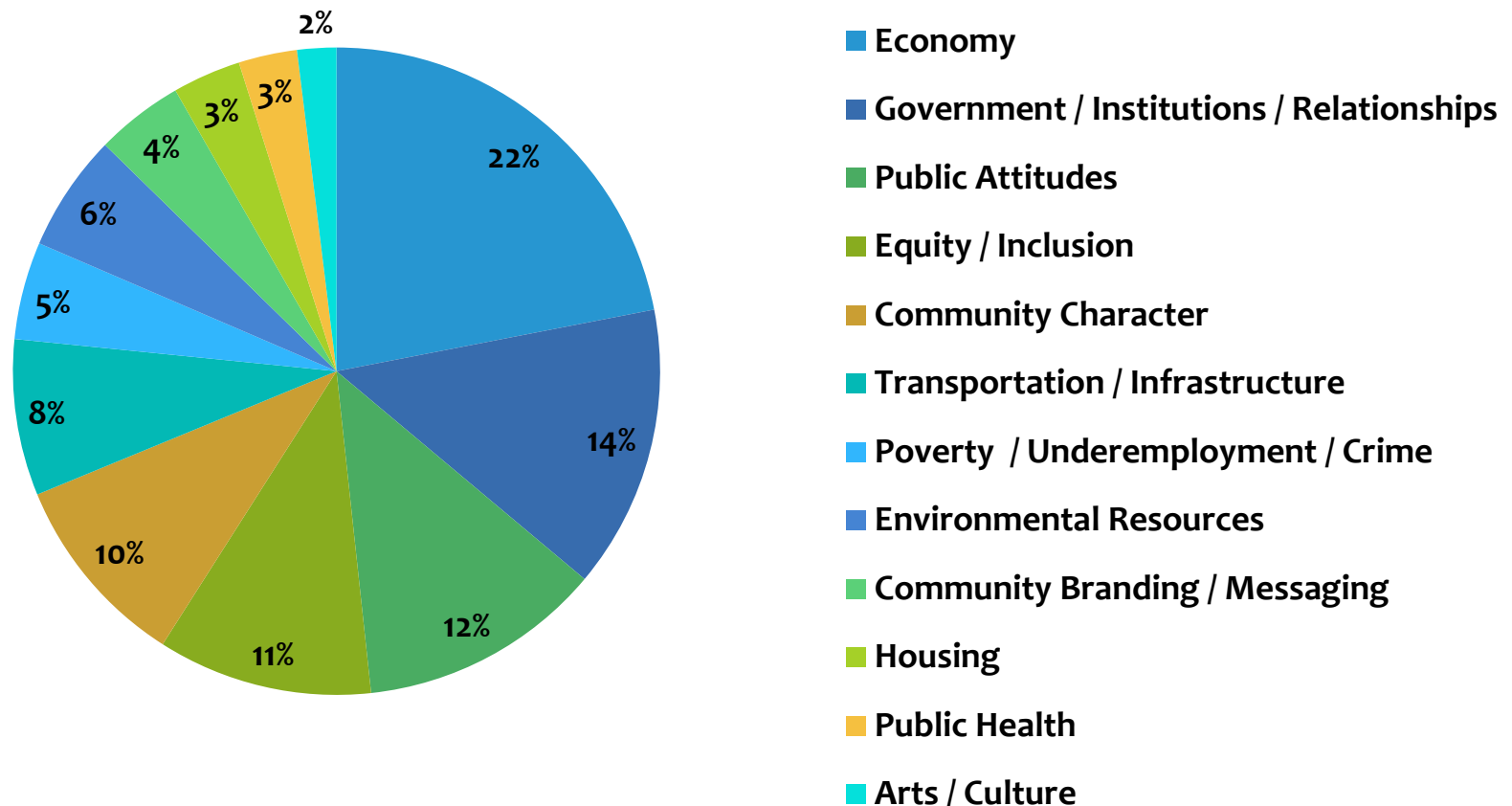
## ***PAST: What brought us here? / What Keeps us here?***



# What We've Heard So Far

May 20-21 Open House Input

**Present: *What are our most pressing concerns?***

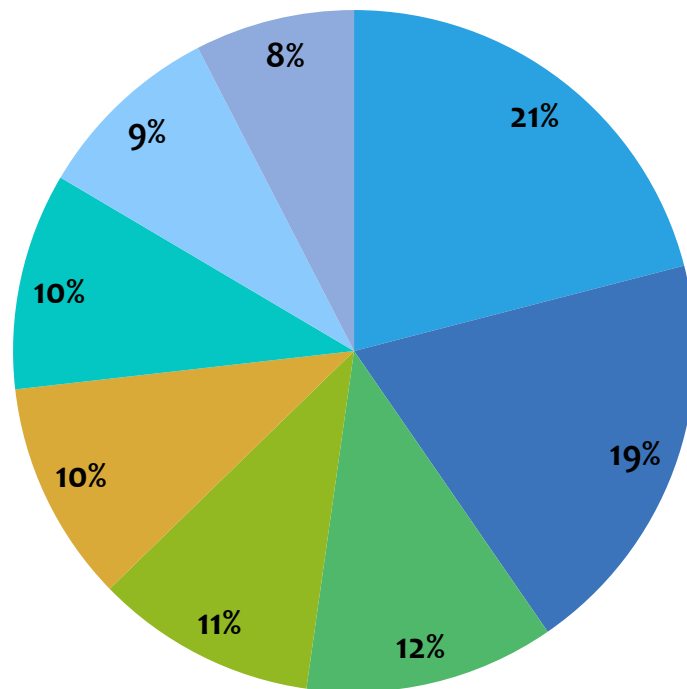




# What We've Heard So Far

May 20-21 Open House Input

## FUTURE: *What next? / What should we strive to achieve?*



■ Community Character Enhancement

■ Economic Growth

■ Government / Institutions / Relationships

■ Excelling: Becoming a Leader / Destination

■ New Activities / Attractions

■ Equity / Inclusion

■ Community Branding / Messaging / Attitudes

■ Transportation / Infrastructure Improvements

# Forum Exercise: Envisioning Greatness

## ***Three Themes***

- **Our Culture, Character and Quality of Life**
- **Our Economy**
- **Our Functionality (Land Use / Mobility / Infrastructure)**

## ***Two questions***

1. ***“How Do We Envision Greatness?”***
2. ***“What Must We Do To Achieve It?”***



# Forum Exercise: Envisioning Greatness

## For Each Theme, Ask

### 1. *“How Do We Envision Greatness?”*

#### Recording Ideas **15 minutes**

- Characterize what greatness looks like in Tallahassee
- Participants write ideas on post-its

#### Prioritization **5 minutes**

- Group similar ideas
- Participants scan the list and select the 4-5 most important to them
- Facilitator will point to each idea on the list and ask for a show of hands – “who had this idea on your list of 4-5”?
- Record the number of hands raised

### 2. *“What Must We Do To Achieve It?”*

#### Recording Ideas **10 minutes**

For each of the top 5 priority ideas identify specific actions to be taken to achieve the envisioned outcomes.

# Forum Exercise: Envisioning Greatness

## Rules for Interaction

- Be clear and specific, but concise
- Avoid repeating ideas
- Avoid side conversations
- If asked for clarification, explain (succinctly)
- Listen with an open mind
- Be positive
- Do not to personalize
- No speeches and debates



# Tell Us Who You Are

## Your Guide to the Imagine Tallahassee Initial Public Forums



**Welcome! We are happy you could join us today.**

This is the initial step in raising public awareness and soliciting community input for the Imagine Tallahassee Vision Plan. The goal today is to:

- Invite you to learn about the visioning process; and
- Motivate you to start thinking about the future of Tallahassee and Leon County as a community. What is your vision of Tallahassee and Leon County in 20 or 30 years? What next “big idea” do you think will strengthen our community and make it shine?

Throughout the Vision Plan process, we will need your input and that of your fellow residents to collectively answer these and similar questions. We encourage you to sign up today to stay involved and to participate in future events.

## A FEW DEMOGRAPHIC QUESTIONS

Please let us know more about you so that we can ensure we are getting representation from all demographic and geographic groups within the county. Tear this part of the guide off and leave it at the sign in table on your way out.

What is your zip code? \_\_\_\_\_

How would you describe your race / ethnicity? (check below)

African American \_\_\_\_ American Indian \_\_\_\_ Other \_\_\_\_

Asian American \_\_\_\_ Hispanic / Latino \_\_\_\_ White \_\_\_\_

What is your age? (check below)

Under 19 \_\_\_\_ 19-24 \_\_\_\_ 25-34 \_\_\_\_ 35-44 \_\_\_\_

45-54 \_\_\_\_ 55-64 \_\_\_\_ 65-74 \_\_\_\_ 75 + \_\_\_\_

What is the highest level of education you have completed?

(check below)

Some high school \_\_\_\_ High School graduate \_\_\_\_

Some college \_\_\_\_ Associates degree \_\_\_\_

Bachelors degree \_\_\_\_ Some graduate school \_\_\_\_

Graduate / professional degree \_\_\_\_

TEAR HERE

**THANK YOU!**

# Let's get started!

